

## KMAX-TV 31

### Certification of Children's Television Act

Compliance for Quarter Ending March 2013

1. My name is Diane Mielienz, I am employed as Traffic Manager at KMAX-TV, Channel 31, of CBS Television Stations. As the Traffic Manager of the Station, it is my responsibility to oversee the scheduling for broadcast of programs, commercials, station identifications, public service announcements and other broadcast spots. In particular, I have primary responsibility for ensuring that televised commercials to be shown in connection with television programming originally produced and broadcast primarily for an audience for children 12 years of age and under ("Children's Programs") do not exceed the commercial limits imposed by the Children's Television Act of 1990 and related FCC regulations ("ACT"). In order to ensure compliance with the commercial limits our department has implemented the procedures and practices described in great detail below.
2. Children's Programs broadcast by KMAX during this quarter that are subject to the commercial limits are as follows:

Weekly Programs

Weekend Programs

Specials

(SEE ATTACHED)

3. KMAX's logs are prepared using the IBS computer system. Commercial time is assigned to each program based on the day of the week the program airs. Local time is determined by subtracting any barter of network commercial time from the allotted clock hour limits. When scheduled commercial time in a given clock hour or part thereof equals the commercial limits, the Traffic Department will schedule either public service announcements or other non-commercial matter to fill any remaining available time.
4. Orders are received from our National Rep Firm and from Local Account Executives. All orders for children's time periods are reviewed for products that contain characters for show airing on our station.
5. To prevent program length commercials, all commercials that are scheduled to air in a children's show are viewed. The Programming Department views all children's barter shows, while the Operations Department views all other spots during dubbing.

6. Before submitting the log to Master Control, two people in the Traffic Department check the log for compliance with the commercial limits and for advertisements featuring program related characters. The people who check the log pull a "Children's Report" which tracks the amount of commercial time within children's shows and verified local content against barter content, if any, to be certain we are in compliance.
7. The completed log is then submitted to Master Control for implementation. The Master Control operators who oversee the broadcast of programming and commercial material are under strict instructions not to deviate from the log as prepared by the Traffic Department. If for some unavoidable reason a commercial is not run as scheduled, the Master Control Operators are required to obtain Traffic's approval before attempting to "make-good" the advertisement within or adjacent to any children's programs. Moreover, if there happens to be any vacant time, the Master Control Operators are instructed to fill with only non-commercial material and to never preempt a non-commercial spot with a commercial without approval from the Traffic Department.
8. To verify compliance with the ACT, I review the previous day's log and the daily discrepancy Report, which notes all deviations from the log and actual broadcast. If any discrepancies occur during Children's Programs, I conduct an immediate investigation to determine if any overages or program length spots occurred. At the time, procedures and practices are reviewed to ensure that future discrepancies do not take place.
9. Each day, a Traffic member pulls a report of posted spots in Children's shows to ensure the same amount of commercial time ran as was initially called for. This helps find any shortfalls in our procedures which can be rectified before resulting in an overage.

The attached monthly reports indicate any instances in which the commercial limits were exceeded in connection with Children's Programs.

I certify the foregoing is accurate and correct.

Diane E. Muelony 4/1/13  
Traffic Manager Date

Reviewed by:

[Signature] 4/1/13  
General Manager Date

**KMAX REPORT OF COMPLIANCE WITH COMMERCIAL LIMITS  
FOR THE MONTH OF January, 2013**

<u>Date/Time</u>	<u>Program</u>	<u>Duration</u>	<u>Commercial Time</u>	<u>Explanation</u>
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(SEE ATTACHED)

This accurately reports KMAX's compliance with the Act for the Month  
of January, 20 2013.

Diane E. Mielenz  
Diane E. Mielenz  
Traffic Manager

4-1-13  
Date

### CHILDREN'S REPORTS

#### **JANUARY 1st and 12th, 2013**

11A RESCUE HEROS  
1130A RESCUE HEROS  
12N SONIC X  
1230P POWER RANGERS:LOST  
1P TRANSFORMERS PRIME  
130P JUSTICE LEAGUE UNLIM  
2P WWE SAT MORN SLAM  
230P DRAGON BALL Z KAI  
3P YU-GI-OH! ZEXA;  
330P YU-GI-OH! ZEXA;

#### **JANUARY 19TH AND 26TH, 2013**

11A RESCUE HEROS  
1130A RESCUE HEROS  
12N SONIC X  
1230P SONIC X  
1P TRANSFORMERS PRIME  
130P JUSTICE LEAGUE UNLIM  
2P WWE SAT MORN SLAM  
230P DRAGON BALL Z KAI  
3P YU-GI-OH! ZEXA;  
330P YU-GI-OH! ZEXA;

CHILDREN'S REPORTS

**FEBRUARY            2013**

11A	RESCUE HEROS
1130A	RESCUE HEROS
12N	SONIC X
1230P	POWER RANGERS:LOST
1P	TRANSFORMERS PRIME
130P	JUSTICE LEAGUE UNLIM
2P	WWE SAT MORN SLAM
230P	DRAGON BALL Z KAI
3P	YU-GI-OH! ZEXA;
330P	YU-GI-OH! ZEXA;



**KMAX REPORT OF COMPLIANCE WITH COMMERCIAL LIMITS  
FOR THE MONTH OF February, 20 13**

<u>Date/Time</u>	<u>Program</u>	<u>Duration</u>	<u>Commercial Time</u>	<u>Explanation</u>
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(SEE ATTACHED)

This accurately reports KMAX's compliance with the Act for the Month  
of February, 20 13.

  
Diane E. Mielenz  
Traffic Manager

3-30-13  
Date

**KMAX REPORT OF COMPLIANCE WITH COMMERCIAL LIMITS  
FOR THE MONTH OF March, 2013**

<u>Date/Time</u>	<u>Program</u>	<u>Duration</u>	<u>Commercial Time</u>	<u>Explanation</u>
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(SEE ATTACHED)

This accurately reports KMAX's compliance with the Act for the Month  
of March, 2013.

Diane E. Mielenz

Diane E. Mielenz  
Traffic Manager

3-30-13  
Date

CHILDREN'S REPORTS

**MARCH 2ND, 2013**

11A RESCUE HEROS  
1130A RESCUE HEROS  
12N SONIC X  
1230P POWER RANGERS:LOST  
1P TRANSFORMERS PRIME  
130P JUSTICE LEAGUE UNLIM  
2P DRAGON BALL Z KAI  
230P DRAGON BALL Z KAI  
3P YU-GI-OH! ZEXA;  
330P YU-GI-OH! ZEXA;

**MARCH 9TH-30TH, 2013**

11A THE NEW ADVENTURES OF NANO BOY  
1130A THE NEW ADVENTURES OF NANO BOY  
12N SONIC X  
1230P POWER RANGERS:LOST  
1P TRANSFORMERS PRIME  
130P JUSTICE LEAGUE UNLIM  
2P DRAGON BALL Z KAI  
230P DRAGON BALL Z KAI  
3P YU-GI-OH! ZEXA;  
330P YU-GI-OH! ZEXA;